

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

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# If at first you don't succeed, try ours.

If you've had little success finding a great tasting ultra light, try Merit Ultra Lights. Only Merit has Enriched Flavor™ Which delivers a richer, smoother, more satisfying taste than you ever thought possible in an ultra light. Find out why it's one of today's fastest growing brands. Give Merit Ultra Lights a try. You'll want to try 'em and try 'em again.

Enriched Flavor™ ultra low tar. A solution with Merit.



## Merit Ultra Lights

SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.

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Kings: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

